I am concerned about how this policy is unfolding and I feel that the industry may be using its powerful lobby all for naught. We are talking about protecting the content owner but at what cost to the consumer? And is that cost truly justified?

I have many questions about this technology that I feel are unanswered. Frankly, being very computer savvy myself, I feel that it would not require much work to buypass any protections that may be built into the content. First of all, if you create a piece of hardware to read a broadcast signal, and install software on that hardware that is aware of the broadcast flag, consider the ability of a user to write their own software to run that hardware. If I were a media hacker, this would be one of the steps I would try. It would not be much of a stretch to rewrite the software without the Flag restraints, or to simply write the software from scratch. You must also consider the ability of individuals to reverse engineer the hardware itself and simply start making their own devices (possibly for profit).

You must also consider that if a device were to allow an individual to copy the Broadcast in the first place, if the user has this data on their computer there are literally limitless possibilities to massage the data to suit one's own end. If the broadcast flag embedded in the video data it would not take much to find it and root it out. If the software doesn't exist, it will most certainly become someone's personal challenge to create it.

These are just a few ideas I can think of off the top of my head. I do not think your broadcast flag is a sufficient means of preventing piracy. At the most, you will prevent the average user from being able to perform tasks that they probably feel they have a right to. The Pirate is smarter than the broadcast flag.